

MARKETING & DEVELOPMENT OFFICER JOB DESCRIPTION

ABOUT LAKE DISTRICT MUSIC

Every year the finest musicians head to the serene Lake District for a summer festival and spring series like no other. From string quartets to jazz and baroque specialists to world music, there's an incredible selection to choose from with concerts, walks, talks, art and events for the whole family.

But it's not just about listening to today's leading musicians, this is the place to get a first glimpse of the next big thing. We love the energy and passion young musicians bring to their art, and it's part of our DNA to support them as they start their careers. For almost 40 years LDM has nurtured aspiring young musicians through masterclasses, debut performances, advocacy and mentoring behind the scenes. In that time some of the most exciting young talents of their generation experienced the magic of the festival, including the likes of Nicola Benedetti, Jennifer Pike, Nikolai Znaider, Steven Osborne, the Heath Quartet, Guy Johnston and more.

The coming 2024/2025 season marks the start of a new phase in LDM's development as we celebrate our 40th anniversary season. With a new long-term strategy, having recently merged with our support charity the 'Patrons of LDSM', and bringing their own spring concert series inhouse, this is an exciting time to take on a critical role **and we would love you to be a part of it!**

THE ROLE

We are looking to recruit a creative and enthusiastic **Marketing & Development Officer** as LDM sets its sights on an ambitious new long-term strategy.

This is a key role at the centre of LDM, working directly with the Operations Director to plan and implement a wide range of creative campaigns to drive ticket sales, develop audiences, support young musicians and raise brand awareness. You will take the lead in all our print and digital strategies while also supporting our work to connect with individual donors. If you are a self-starter; someone who is multiskilled from social media and campaign management through to being a welcoming and approachable point of contact for donors and volunteers alike, then we would love to hear from you.

This is a fantastic opportunity to make a real difference within a small supportive team as LDM approaches its 40th anniversary in 2025.

If you have at least 2 years' experience in a similar role, a strong understanding of current marketing trends, and are passionate about classical music and reaching our audiences, then this is the job for you.

Excellence in performance • Excellence in training

SALARY: £27,000

HOURS: Full time

Occasional evening, weekend and bank holiday working may be required in addition to full attendance at the summer festival

LOCATION: Kendal, with occasional travel around Cumbria particularly during the summer festival

WORKING WITH: Operations Director, Artistic Director, box office team and volunteers

REPORTING TO: Operations Director

YOUR KEY RESPONSIBILITIES

MARKETING (85%)

- You will devise, implement and evaluate effective, data-driven marketing strategies for all print and digital campaigns
- Work with designers as well as creating some marketing collateral inhouse
- Manage and create engaging content for all digital channels
- Organise printing, distribution and mailing of LDM's print marketing and ensure a high-quality product
- Coordinate volunteers to assist in publicity and actively expand pool of reciprocal partners
- Commission, collate and edit programme notes and all publicity, biographies, and imagery from artists/agents
- Arrange print and digital advertising within agreed budgets
- Draft press releases and maintain press contact list
- Play an active role in LDM's audience development strategy

DEVELOPMENT (10%)

- You will also play a supporting role in LDM's Individual Giving schemes and campaigns
- Administer donations, update personal details and process donations/renewals
- Collect and maintain up to date gift aid declarations
- Assist with the organisation of fundraising events and other opportunities for LDM to engage with its donors
- Maintain database and ensure regular data updates to/from box office system

GENERAL (5%)

- As part of a small team we all have a shared role to play in the general administration of the organisation such as disseminating post, banking cheques, responding to correspondence and other small tasks
- Actively contribute to the wider objectives of LDM and provide support to colleagues – particularly during busy periods
- Continue to learn and actively stay up to date with new ideas, processes and opportunities
- Act as the primary point of contact in LDM's physical office, particularly for volunteers

PERSON SPECIFICATION

ESSENTIAL SKILLS:

- You will need a minimum of 2 years' experience in a similar role
- Experience planning, executing and evaluating cross-platform campaigns to meet sales and engagement goals
- Strong digital marketing skills, including experience of managing paid and organic social campaigns
- Excellent print marketing experience, not just in terms of advertising/editorial opportunities, but large printed brochure production and mailshots
- Experience using CRM or ticketing platforms to effectively understand, segment and target audiences, feeding insights back into campaigns to build and retain audience engagement
- Demonstrable copywriting skills for a wide range of audiences and platforms and a keen eye for proofreading
- Experience of updating Wordpress website content
- Working with designers, partners and suppliers on advertising, print and distribution
- Organised and reliable with excellent attention to detail
- Able to prioritise and handle multiple tasks within a fast-paced environment
- Excellent IT skills and experience using MS 365, MailChimp, Photoshop (and/or other design packages)
- Approachable, welcoming, and able to energise a team of volunteers

DESIRABLE SKILLS:

- Ideally you will have a passion for music and/or experience of working in the arts
- A love of social media and an interest in staying up to date with digital trends
- Experience using Google Analytics (GA4) for tracking and reporting
- Experience using Google AdGrants
- Graphic design and video editing

The above serves as a guide and is not exhaustive; all staff are expected to undertake other duties and projects as may be reasonably required by the Operations Director. You will be working as part of a small, friendly team who all roll up their sleeves to get the job done. You may be asked to provide extra support during busy periods, working together in a mutually supportive way towards shared priorities. **But this is a team, and that means we will also help you when you need it!**

HOW TO APPLY

If you can imagine yourself joining the LDM team as our new **Marketing & Development Officer**, please send your **CV and a covering letter** outlining how you meet the requirements of the role to nick@ldsm.org.uk.

Please include details of two referees alongside your CV, and make sure to clearly label these files with your name.

We would also be grateful if you could submit an equal opportunities & diversity monitoring form (optional). Forms should be anonymous, so please make sure NOT to label this with your name.

DEADLINE TO APPLY: 23 September 2024

FIRST INTERVIEWS: 26-27 September 2024 (by Zoom)

SECOND INTERVIEWS: 4-5 October 2024 (in Kendal)

PREFERRED START DATE: 21 October 2024

SUBMIT APPLICATIONS TO: NICK@LDSM.ORG.UK

TERMS & CONDITIONS

- You will primarily be based at LDM's office at Stricklandgate House in the centre of Kendal during typical 9am-5pm working hours.
- Occasional evening, weekend and bank holiday working may be required in addition to full attendance at the summer festival
- We expect some travel across Cumbria for required attendance at concerts, outreach projects, fundraising and other events (some of which may take place during the evenings and weekends as above)
- We will also require you to attend the full summer festival, the most important part of the year. As such, there is some provision for flexible working during less busy times in the calendar
- You will be entitled to 25 days annual leave (pro rata) plus Public Holidays
- Applicants must have the right to work in the United Kingdom and we may ask you for evidence before being formally offered the role. If you do not have the right to work in the UK we will not be able to consider you for this role. If you are uncertain about your eligibility to work in the UK, you are encouraged to contact the UK Borders agency. <http://www.ukba.homeoffice.gov.uk/visas-immigration/working/>
- All applicants who are offered employment will be subject to a criminal record check from the Disclosure & Barring Service (DBS) before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.
- We anticipate that there will be some degree of manual handling within the role, such as carrying boxes of publicity materials for example, and can provide training where necessary.

EQUALITY & DIVERSITY

Lake District Music is an equal opportunities employer, meaning we are committed to providing equality of opportunity in employment to all our staff and applicants. We value diversity in our organisation and welcome applications from everyone. We recognise and understand the importance of diversity and inclusion and want our organisation to be representative of the audiences, people and communities we serve.